

X 7/24/50

# fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

# 1950

january

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february

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december

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## FASHION CALENDAR

Note: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, JULY 24, 1950</u>			
Just Published	COLOR FORECASTS FOR SPRING 1951 RAYONS	THE TEXTILE COLOR CARD ASSOCIATION	200 MADISON AVENUE
	The Confidential Advance Rayon Collection for Spring 1951 has just been released by The Textile Color Card Association. These forty shades, including a group of Spanish Brilliants and Aloha Pastels, will appear in the Association's 1951 Spring Rayon Card, to be issued later. Contact: Margaret Hayden Rorke, Managing Director, MU. 5-5881.		
Beginning Monday July 24	SCHEDULE OF LONDON COUTURE OPENINGS	INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS	36-A BRUTON PLACE LONDON W-1, ENGLAND
	<u>Monday, July 24:</u> Digby Morton, Ltd.; Worth, Ltd.; Hardie Amies, Ltd.; Molyneux et Cie; Michael Sherard. <u>Tuesday, July 25:</u> Charles Creed, Ltd.; Norman Hartnell, Ltd.; Mattli; Peter Russell, Ltd.; Victor Stiebel. Contact: Lilian Hyder, 36-A Bruton Place, London W-1.		
Beginning Monday July 24-August 11	EXHIBIT OF FASHION ADVERTISING LAYOUTS	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
	Original professional fashion drawings and layouts for department store advertising will be shown with newspaper reproductions. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.		

### COLLEGE SHOP OPENINGS AND SHOWINGS

Monday July 24	JAMES McCREERY & CO. Publicity: Jean Saville, WI. 7-7000, Ext. 522.	4TH FLOOR
Tuesday July 25 9:30 A.M. Coffee	BLOOMINGDALE'S Press preview of college fashions will be presented in Classroom "C" on the 4th floor. Showing at 10:00 A.M. Attendance by invitation only. The College Shop, on the 3rd floor, will open Monday, July 31. Publicity: Dervin O'Brien, EL. 5-5900, Ext. 695 or 311.	4TH FLOOR
Monday July 31	MACY'S Publicity: Helen Law, CH. 4-2000, Ext. 2431.	3RD FL., B'WAY BLDG.
Monday July 31	JOHN WANAMAKER (B'WAY & 9TH ST.) Publicity: Esther Podester, GR. 3-4700.	3RD FLOOR
Tuesday August 1 9:00 A.M. Breakfast	SAKS FIFTH AVENUE Saks Fifth Avenue will present a breakfast preview of their college fashions at the Hotel Edison Arena Theatre, 228 West 47th Street. Show at 9:45 A.M. Attendance by invitation only. Opening of College Shop at Saks Fifth Avenue, 7th floor, Tuesday, August 8. Publicity: Felice Maier, PL. 3-4000, Ext. 7064.	ARENA THEATRE

(Continued on following page)



DATEWHAT'S GOING ONGIVEN BYWHERECOLLEGE SHOP OPENINGS AND SHOWINGS (Continued)

Tuesday August 1	LORD & TAYLOR Publicity: Gloria Carr, WI. 7-3300.	5TH FLOOR
Wednesday August 2	RUSSEKS FIFTH AVENUE Showing of college fashions at Russeks. Press invited. Open to public. 2:00 P.M. Publicity: Miriam Lenzen, WI. 7-1900.	7TH FLOOR
Thursday August 3	ARNOLD CONSTABLE Presentation of fashions for college. Press invited. Open to public. 3:00 P.M. Publicity: Lynn Casey, MU. 5-2300.	3RD FLOOR
Thursday August 3	ABRAHAM & STRAUS (BROOKLYN) Abraham & Straus will present college fashions in the Special Events Center, 8th floor. Press invited. Open to public. Publicity: Frances Bemis, Feature Events, TR. 5-7200.	8TH FL., SPEC. EVENTS
Monday August 7	L. BAMBERGER & CO. (NEWARK) Publicity: Bert Adams, Market 2-1212, Ext. 2312.	3RD FLOOR
Monday August 7	FRANKLIN SIMON Publicity: Lenore Benson, WI. 7-9600.	3RD FLOOR
Thursday August 10	MARTIN'S (BROOKLYN) College fashion show at Martin's. Press invited. Open to public. 2:30 P.M. College shop opens Thursday, August 3. Publicity: Rita Dobbins or Pat Ellis, TR. 5-3100.	5TH FLOOR
Monday August 14	BOND FIFTH AVENUE Presentation of college fashions. Press invited. Open to public. The College Shop opens same day. Publicity: Jerry Halprin, WI. 7-6550.	3RD FLOOR
Monday August 14	BONWIT TELLER Publicity: Carolyn Haight, EL. 5-6800.	5TH FLOOR
Tuesday August 15	SAKS 34TH STREET Showing of fashions for college. Press invited. College Shop opens 3:00 P.M. Monday, August 14. Publicity: Frances Eisner, LA. 4-7000.	3RD FLOOR
Wednesday August 16	B. ALTMAN & CO. Altman's will present a preview of college fashions. Press invited. Open to public. The College Shop will open Monday, July 31. Publicity: Etta Daub, MU. 9-7000, Ext. 412 or 418.	3RD FLOOR
Thursday August 17	GIMBELS Gimbels will show college fashions to the press at 11:00 A.M. Presentation for public at 6:00 P.M. in the 6th floor auditorium. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.	2ND FLOOR
Thursday August 17	MARTIN'S (BROOKLYN) Presentation of back-to-school fashions for teenagers. Press invited. Open to public. Publicity: Rita Dobbins or Pat Ellis, TR. 5-3100.	4TH FLOOR



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday July 26 10:00 A.M. Breakfast	BREAKFAST FORUM: SILK FOR 1951 The fashion press will be invited to a roundtable forum with Mr. Abbot Copeland, who will present the Cohama pure silk story for 1951. Attendance strictly by invitation. Contact: Bee Bradshaw, LO. 4-6000.	COHN-HALL-MARX CO.	HOTEL PLAZA WHITE & GOLD SUITE

FALL AND WINTER PARIS COUTURE OPENINGS--PARIS, FRANCE  
CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE

Thursday, July 27:	Alex Maguy, Dior, Henry, Irmone, Baillie, Jeanne LaFaurie, Paquin, Tristan Maurice.
Friday, July 28:	Alice Thomas, Alwynn, Balenciaga, Carven, Dior, LeComte, Jacques Fath, J. Griffe, M. De Rauch, Raphael.
Saturday, July 29:	Bruyere, C. Montaigne, Dior, Jean Desses, M. Carpentier, Manguin, Marcel Rochas, Pierre Balmain.
Monday, July 31:	Callot Soeurs, M. Vramant, Maggy Rouff, Molyneux, N. Ricci.
Tuesday, Aug. 1:	Agnes Drecoll, Alice Levon, Henry a la Pensee, J. Heim, Lanvin, Robert Piguet, Worth.
Wednesday, Aug. 2:	Calixte, Renal, Bader, Chaumont, Desvignes, Schiaparelli.
Thursday, Aug. 3:	Gres, Jean Patou, Martial Et Armand, Schiaparelli.
Friday, Aug. 4:	Hermes.
Monday, Aug. 7:	Pierre Benoit, Pierre Clarence.
Tuesday, Aug. 8:	Amy Linker.
Wednesday, Aug. 16:	Madeleine Geroy.
Monday, Aug. 28:	Carmine.
Attendance by invitation only. Contact: Chambre Syndicale de La Couture Parisienne, 102 Rue du Faubourg St.-Honore, Paris, France.	

August 1 SAKS FIFTH AVENUE COLLEGE FASHION SHOW FOR PRESS AT 9:00 A.M. (See Page 1)

Tuesday August 1 3:30 P.M.	PREVIEW: SPRING COLORS AND LEATHER STYLES A preview of Allied Kid Company's Resort, Spring, Summer 1951 leather colors and styles in skins and pullovers. For press, fabric stylists, and buying offices, by invitation. This show will be repeated on Wednesday, August 2 at 9:30 A.M. for shoe and hosiery stylists; and department store fashion coordinators. By invitation only. Contact: Helene O'Hara or Dorothy Campbell, MU. 6-1623.	ALLIED KID COMPANY 419 FOURTH AVENUE SHOWROOM
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Tuesday August 1 4:30 P.M.- 7:30 P.M. Cocktails; Buffet	PRESS PREVIEW OF FASHIONS IN TELEVISION The 1951 complete new line of television receivers and radios will be shown to the press by Motorola, Inc., along with television fashions and furniture. M.C.--Maggi McNellis. Attendance by invitation only. Publicity: Jeanne Lowe at Roger Brown, Inc., PL. 5-3100.	MOTOROLA, INC. WALDORF-ASTORIA WEDGWOOD ROOM
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August 2 RUSSEKS FIFTH AVENUE COLLEGE SHOW FOR PRESS AT 2:00 P.M. (See Page 2).

Wednesday August 2 5:00 P.M. Cocktails	PREVIEW: NEW PERFUME AND HOLIDAY GIFT LINES Bourjois will invite the press to a cocktail party and preview of its newest perfume line and Evening in Paris, Mais Oui, and Beau Belle gift sets and novelties for Christmas, 1950. Also, Barbara Gould will present her new Fall make-up, and Christmas specialties. Attendance by invitation only. Publicity: Grace Coppage, LO. 4-0200, Ext. 74.	BOURJOIS, INC. WALDORF-ASTORIA BASILDON SUITE
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
August 3	ARNOLD CONSTABLE COLLEGE FASHION SHOW AT 3:00 P.M.	(See Pg. 2).	
August 3	ABRAHAM & STRAUS (BKLYN) COLLEGE FASHION SHOW AT 6:00 P.M.	(See Pg. 2).	
Wednesday August 9 4:00 P.M. Cocktails	COCKTAIL PARTY FOR BEAUTY PRESS Pond's will invite the beauty press to a cocktail party in the Petit Salon of the Park Lane Hotel. Attendance by invitation only. Publicity: Marcella Holmes of J. Walter Thompson, MU. 3-2000.	POND'S	PARK LANE HOTEL PARK AVE. & 48TH ST.
August 10	MARTIN'S (BROOKLYN) COLLEGE FASHION SHOW FOR PRESS AT 2:30 P.M.	(See Pg 2).	
August 14	BOND FIFTH AVENUE COLLEGE FASHION SHOW AT 7:30 P.M.	(See Page 2).	
Monday August 14- August 17	NATIONAL RETAIL JEWELERS' SHOW The American National Retail Jewelers' Association will hold its 45th annual convention and merchandise show, with exhibits by manufacturers, distributors and importers of jewelry and allied lines. Contact: Boyd Evans or G. Irving Baily, 551 Fifth Avenue, MU. 2-2764.	AMERICAN NAT'L RETAIL JEWELERS' ASSOCIATION	WALDORF-ASTORIA
August 15	SAKS 34TH COLLEGE FASHION SHOW FOR PRESS AT 3:00 P.M.	(See Pg. 2).	
August 16	ALTMAN'S COLLEGE FASHION SHOW FOR PRESS AT 2:30 P.M.	(See Pg. 2).	
August 17	GIMBELS COLLEGE FASHION SHOW AT 11:00 A.M. (PRESS); AND 6:00 P.M. (See Pg 2).		
August 17	MARTIN'S (BROOKLYN) BACK-TO-SCHOOL TEENAGE SHOW AT 2:30 P.M.	(See Pg. 2).	
Monday August 21- August 24	FALL AND HOLIDAY MERCHANDISE FAIR A Fall and Holiday Variety Merchandise Fair will be held for the press and trade, including chain and variety stores, independent merchants and department stores. The Fair will have 250 exhibits and will include domestic and imported toys and novelties. Contact: Arthur Tarshis, Expositions For Trades, Inc., 36 West 47th Street, LU. 2-4627.	EXPOSITIONS FOR TRADES, INC.	71ST REG. ARMORY PARK AVE. & 34TH ST.
Monday August 21- August 25	GIFT SHOW AND HOLIDAY PRODUCTS The New York Gift Show will include a large variety of gift lines and new products for holiday selling in retail stores. Contact: George F. Little Management, 220 Fifth Avenue, MU. 9-7147.	GEORGE F. LITTLE MANAGEMENT	HOTELS NEW YORKER & STATLER
Monday August 21- August 25	LUGGAGE AND LEATHER SHOW IN CHICAGO Contact: Luggage and Leather Goods Mfrs. of America, Inc., LE. 2-3960.	LUGGAGE & LEATHER GOODS MFRS. OF AMERICA, INC.	PALMER HOUSE CHICAGO, ILLINOIS
Sunday August 27- August 29	NATIONAL BEAUTY TRADES SHOW The National Beauty Trades Show, sponsored by the National Beauty and Barber Manufacturers' Association, in cooperation with the National Hairdressers and Cosmetologists Association, will include trade exhibits and style shows. Attendance by invitation. Contact: Mr. L.A. Freiberg, Managing Director, 212 Fifth Avenue, MU. 5-8287.	NAT'L HAIRDRESSERS & COSMETOLOGISTS ASS'N	HOTEL STATLER



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday August 29 9:30 A.M. Breakfast	PRESS SHOWING OF MILLINERY FASHIONS Lydia will present her Fall and Winter millinery fashions to the press. Attendance by invitation only. Publicity: Maud G. Moody, LE. 2-4049.	LYDIA (18 EAST 56TH ST.)	PLACE TO BE ANNOUNCED
Wednesday August 30 10:00 A.M. Breakfast	PRESS PREVIEW OF FALL MILLINERY Robert Paul will present his Fall and Winter millinery collection to the press. By invitation only. Publicity: Mary Alice Rice, CI. 6-1790.	ROBERT PAUL	751 MADISON AVENUE SALON
Sept. 4	LABOR DAY (Monday)--Legal Holiday.		

PRESS OPENINGS: FALL CUSTOM-ORDER COLLECTIONS  
PREVIEWS OF CUSTOM-ORDER FALL COLLECTIONS ARE FOR MEMBERS  
OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.

Tuesday Sept. 5	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVE.	PUBL.: NONA PARKE or SOPHIE SHONNARD, Ext. 374 or 379	EL. 5-6800
Wednesday Sept. 6	<u>MILGRIM</u> At 11:00 A.M.	6 WEST 57TH ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Wednesday Sept. 6	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVE.	PUBL.: FLORENCE NEFT	PL. 3-7300
Thursday Sept. 7	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Thursday Sept. 7	<u>SAKS FIFTH AVENUE</u> At 3:00 P.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL.: FELICE MAIER	PL. 3-4000
Monday Sept. 11	<u>HATTIE CARNEGIE</u> At 3:00 P.M.	42 EAST 49TH ST.	PUBL.: SANNA BRODY	PL. 5-2600
Thursday Sept. 14	<u>ELIZABETH ARDEN</u>	691 FIFTH AVENUE PUBL.: RASPONI ASSOC. (American and French original designs, created especially for Elizabeth Arden, to be sold exclusively under the Elizabeth Arden label) TE. 8-8171		

Wednesday  
Sept. 6  
1:00 P.M.  
Luncheon

FALL FASHIONS AT  
LUNCHEON SHOW

RAYMOND MARINELLI  
(37 WEST 47TH ST.)

WALDORF-ASTORIA  
STARLIGHT ROOF

Raymond Marinelli will present his Fall collection of afternoon, cocktail, dinner and evening clothes during luncheon. Millinery: Laddie Northridge. Gloves: Wear-Right. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Marinelli Publicity: Jane Franklin, Allied Public Relations, PL. 9-6411. Waldorf Publicity: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.

Sept. 6

BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 5:30 P.M. (See Above).

Wednesday  
Sept. 6-  
Sept. 7

SEMI-ANNUAL  
LEATHER SHOW

TANNERS' COUNCIL  
OF AMERICA, INC.

WALDORF-ASTORIA  
FOUR BALLROOMS

Contact: Tanners' Council, 100 Gold Street, BE. 3-0494.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 7	HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 10:30 A.M. (See Page 5).		
Sept. 7	SAKS FIFTH AVENUE'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 5).		
Monday Sept. 11 12:30 P.M. Luncheon	TATIANA DU PLESSIX CUSTOM MILLINERY SHOW Custom millinery for Fall and Winter, designed by Tatiana du Plessix, will be presented to the press. Attendance by invitation only. Publicity: Felice Maier, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	ST. REGIS HOTEL
Monday Sept. 11 2:00 P.M.	BEACHWEAR SHOW IN CALIFORNIA Press preview of Cole of California swimsuits, sun dresses and beach ensembles for misses, teens, children (girls 2 to 6 and 7 to 14; boys 2 to 6). Also, mother and daughter beachwear. Attendance by invitation only. Publicity: Margot Mallary, 2615 Fruitland Road, Los Angeles 58, California, Jefferson 5174.	COLE OF CALIFORNIA	BEVERLY HILLS CALIFORNIA
Sept. 11	HATTIE CARNEGIE'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 5).		
Sept. 12	ROSH HASHONAH--FIRST DAY OF JEWISH NEW YEAR (Tuesday).		
Tuesday Sept. 12 11:00 A.M.	PRESS SHOWING OF CUSTOM COLLECTION Oldric Royce will present his Fall custom-order collection to the press. Attendance by invitation only. Publicity: Nona James, CH. 4-7658.	OLDRIC ROYCE	16 EAST 52ND STREET SALON
Sept. 13	ROSH HASHONAH--SECOND DAY OF JEWISH NEW YEAR (Wednesday).		
Wednesday Sept. 13 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL READY-TO-WEAR Bloomingdale's will present Fall ready-to-wear "Green Room" fashions at their semi-annual showing for the press, in the 4th Floor Training Dept., Classroom "C". Show at 10:00 A.M. Attendance by invitation only. Publicity: Dervin O'Brien, EL. 5-5900, Ext. 695 or 311.	BLOOMINGDALE'S	4TH FLOOR CLASSROOM "C"
Wednesday Sept. 13 2:00 P.M.	PRESS PREVIEW OF NEW COLLECTIONS Lilly Dache will present her first head-to-toe collection for 1950, including hats, costumes, jewelry, gloves and hosiery. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
Thursday Sept. 14 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW De Pinna will present Fall fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. De Pinna Publ.: Dorothy Coburn, MU. 8-2000. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 14 1:00 P.M. Luncheon	SHOWING OF FALL FASHIONS AT LUNCHEON A presentation of Fall fashions by Saks 34th Street during luncheon. (Show scheduled on Thursday because of Jewish holiday on Wednesday). Press by invitation. Public by reservation; contact: "Albert", head-waiter, EL. 5-3000. Saks 34th St. Publicity: Frances Eisner, LA. 4-7000. Waldorf Publ.: Madeleine Riordan in Paul Stewart's office, EL. 5-3000.	SAKS 34TH STREET	WALDORF-ASTORIA STARLIGHT ROOF



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 14	ELIZABETH ARDEN'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Pg. 5).		
Monday Sept. 18 1:00 P.M. Luncheon	TALL GIRLS' FASHIONS AT LUNCHEON SHOW Peg Newton will present Fall and Winter fashions for tall girls during luncheon. (Showing on Monday because of Jewish holiday on Thursday, Sept. 21). Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Peg Newton Publicity: Donna Cannon, PL. 5-0484. Plaza Fashion Director, Mary Alice Rice, CI. 6-1790.	PEG NEWTON	HOTEL PLAZA TERRACE ROOM
Tuesday Sept. 19 12:15 P.M. Luncheon	PARIS FASHIONS AT LUNCHEON MEETING The Fashion Group will present a showing of French fashion highlights. Speaker: Carmel Snow, Editor of "Harper's Bazaar". More details later. Price (including tax and tip): \$4.25 for members; \$4.75 for guests (one per member). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Wednesday Sept. 20 1:00 P.M. Luncheon	PRESENTATION OF FALL FASHIONS AT LUNCHEON Luncheon show by Arnold Constable, presenting Fall fashions for juniors, misses, women, and children. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Arnold Constable Publicity: Lynn Casey, MU. 5-2300. Waldorf Publicity: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 20 2:30 P.M.	JACQUES FATH AMERICAN COLLECTION Lord and Taylor will present a press showing of the Fall and Winter dress collection, designed in America by Jacques Fath, exclusively for Joseph Halpert. Attendance by invitation only. Publ.: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	3RD FLOOR
Sept. 21	YOM KIPPUR--JEWISH DAY OF ATONEMENT (Thursday).		
Wednesday Sept. 27 10:00 A.M.; 3:00 P.M.	SHOWING OF FALL CUSTOM FASHIONS A presentation of Fall custom-order suits and coats by Knize for the press at 10:00 A.M.; for customers at 3:00 P.M. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	KNIZE, INC.	24 EAST 56TH STREET SALON
Wednesday Sept. 27 1:00 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Frank Martier will present a luncheon showing of his custom-order coats and suits for Fall. Hats: Mr. John. Furs: Dein-Bacher. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Martier Contact: JU. 2-4812. Waldorf Publicity: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.	FRANK MARTIER	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 27 1:00 P.M. Luncheon	KNIT FASHIONS AT LUNCHEON SHOW Presentation of Mimi Pearce's knit fashions for Fall during luncheon. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Mimi Pearce Contact: RE. 7-8110. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	MIMI PEARCE	HOTEL PIERRE COTILLION ROOM



BALLET...MOVIES...MUSIC...TELEVISION

- Friday TELEVISION: "SEWING IS FUN" WCBS, CHANNEL 2  
July 21- Fri., July 21: Ann Mullany, writer of "Fashions and Fabrics" column for  
July 24 "Women's Wear", will talk about Fall fabrics. Mon., July 24: Midge Wilson,  
3:45 P.M.- stylist for La Mode buttons, will present new button styles for Fall.  
4:00 P.M. Publicity: Helen Brattrud, PL. 5-2000.
- Monday TELEVISION: THE KATHI NORRIS SHOW WNBT, CHANNEL 4  
July 24- Mon., July 24: Mr. George Fichtenbaum, of the Better Business Bureau will  
July 25 tell about the basic set-up of his organization and how it protects  
10:00 A.M. shoppers in their everyday transactions. Tues., July 25: Pamela Stark,  
Kathi Norris' daughter, will demonstrate a raincoat and paint set made  
by the Standard Oil Clothing Co. Publicity: Babs Doniger, PL. 3-1745.
- Week SIXTH WEEK, STADIUM CONCERTS, LEWISOHN STADIUM, 138TH ST. & AMSTERDAM AVE.  
Of Monday, July 24: Stell Andersen, pianist--Beethoven's "Emperor" Concerto.  
July 24 Tuesday, July 25: Program will feature works of Berlioz, Chausson,  
Respighi and De Falla.  
Wednesday, July 26: Soloist, Naoum Blinder, violinist, will make his  
Stadium Debut playing Brahms Concerto in D Major.  
Thursday, July 27: The First Piano Quartet, George Robert, Adam Garner,  
Frank Mittler, and Edward Edson, will perform the  
Vivaldi-Bach Concerto in A minor.  
Saturday, July 29: "A Night in Vienna" with soloists, Irra Petina,  
mezzo-soprano and Kurt Baum, tenor.  
Publicity: Miss Alix Williamson, CI. 6-4462.
- Wednesday PREMIERE: "OUR VERY OWN" (Movie) VICTORIA THEATRE, B'WAY & 46TH STREET  
July 26 Samuel Goldwyn Productions presents movie about a high school girl whose  
8:30 P.M. sudden knowledge that she is an adopted child disrupts her feeling of  
security. Stars: Ann Blyth, Farley Granger and Joan Evans. Producer:  
Samuel Goldwyn. Director: David Miller. Costumes: Mary Wills. Premiere  
benefit showing for the N.Y. Foundling Home. Tickets: \$10.00. Open to  
public, Thursday, July 27. Publ.: Martin Davis, PL. 7-7900.
- Wednesday PREMIERE: "EDGE OF DOOM" (Movie) ASTOR THEATRE, B'WAY & 45TH STREET  
August 2 Samuel Goldwyn Productions film of a young boy who murders a priest  
8:30 P.M. through whom he has become disillusioned. Stars: Joan Evans, Farley  
Granger, Dana Andrews. Producer: Samuel Goldwyn. Director: Marc Robson.  
Wardrobe: Mary Wills. Premiere benefit showing for the N.Y. Foundling  
Home. Tickets: \$10.00. Regular opening Thursday, August 3. Publicity:  
Martin Davis, PL. 7-7900.
- Friday PREMIERE: "KISS TOMORROW GOODBYE" (Movie) STRAND THEATRE, B'WAY & 47TH ST.  
August 4 Warner Brothers film about an educated tough guy who uses his knowledge  
for a career in crime. Stars: James Cagney, Barbara Payton, Ward Bond.  
Producer: William Cagney. Director: Gordon Douglas. Wardrobe: Adele  
Parmenter. Publicity: Eve Siegel, CI. 6-1000.
- Beginning OPENING: SADLER'S WELLS BALLET, METROPOLITAN OPERA HOUSE, 137 W. 39TH ST.  
Sunday The return engagement of the Sadler's Wells Ballet will consist of an  
Sept. 10 extensive tour of thirty cities, starting in New York on September 10,  
and concluding in Toronto on January 20. The ballerinas and corps de  
ballet will again be dressed in all-British wardrobes. Tickets on sale  
at Carnegie Hall box office only. No phone or mail orders. Publicity:  
Barry Hyams or Martin Feinstein, Hurok Attractions, PL. 9-6000.